



COURSE INFORMATION FORM

Course Name	Course Code
Visual Communication	1413xxxxx

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
1	2	0	2	3

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
				2

Course Language	Course Level	Course Type
Turkish	Undergraduate	Compulsory

Prerequisite(s) if any	-
Objectives of the Course	To introduce basic visual language, concepts and process of visual communication that provide understanding, interpreting and producing to different visual forms.
Short Course Content	Communication, basic language of visual communication, visual perception, visual signification and abstraction. Examples of visual communication are evaluated.

Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1 Interpreting the evolution of visual communication tools chronologically.	1-10	1-2-5	A
2 Explaining impact to arts scene of communication tools.	1-4-10	1-2-5	A
3 Using visual communication techniques in creative design process.	1-10	1-2-5	A

***Teaching Methods** 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

****Measuring Methods** A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

Main Textbook	Öztuna H.Yakup (2007), Görsel İletişimde Temel Tasarım, İstanbul: Yorum Sanat ve Yayıncılık.
Supporting References	Uçar, Tevfik Fikret (2004), Görsel İletişim ve Grafik Tasarım, İstanbul:İnkılap Kitapevi. Özçetin, Burak (2019). İletişim Kuramları Tarihi. İstanbul: İletişim Yayınları.
Necessary Course Material	Computer, projector.

Course Schedule	
1	Course introduction
2	Communication and its types
3	Mass Communication and Mass Communication Tools
4	Visual Communication and its types
5	Visual Communication tools
6	Early examples of visual communication tools
7	Contemporary visual communication
8	Mid-Term Exam
9	Visual perception
10	Visual communication and semiology
11	Visual communication and signification
12	Visual communication and abstraction
13	Examples of advertisement and evaluation
14	Examples of graphics design and evaluation
15	Examples of photography and evaluation
16,17	Final Exam

Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	2	28
Classroom Studying Time (review, reinforcing, prestudy,...)			
Homework			
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	1	1
Studying for Mid-Term Exam	1	20	20
Final Exam	1	1	1
Studying for Final Exam	1	40	40
Total workload			90
Total workload / 30			3
Course ECTS Credit			3

Evaluation	
Activity Type	%
Mid-term	40
Quiz	
Homework	
Bir öge seçin.	
Bir öge seçin.	
Final Exam	60
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	PROGRAM OUTCOME	Contribution
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	5
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers	1
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs	1
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems	2
5	The ability to recognize design technique and technology, to comprehend application areas and methods	1
6	The ability to comprehend and apply the design process and production techniques	1
7	The ability to update design knowledge in line with the requirements of the age and technological developments	1
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal	1
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment	1
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems	5

LECTUTER(S)			
Prepared by	Lec. Latif Koşu		
Signature(s)			

Date:17.07.2024